

Building The Enterprise Startup: Change or Be Changed

By Max Marmer

In the face of relentless technological disruption, enterprise companies are facing an unprecedented challenge: adapt or die. In his groundbreaking new book, Building The Enterprise Startup: Change or Be Changed, author Max Marmer lays out a roadmap for enterprise companies to navigate the challenges of digital transformation and emerge as leaders in the new digital economy.



Survival to Thrival: Building the Enterprise Startup - Book 2 Change or Be Changed

★★★★☆ 4.7 out of 5

Language	: English
File size	: 10168 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 205 pages
Lending	: Enabled



Drawing on his extensive experience working with enterprise companies, Marmer argues that the key to success lies in embracing the mindset and methods of startups. Enterprise companies must become more agile, innovative, and customer-centric if they want to survive and thrive in the digital age.

Building The Enterprise Startup provides a practical framework for enterprise companies to transform themselves into startup-like organizations. Marmer covers all aspects of the transformation process, from developing a customer-centric mindset to building a culture of innovation. He also provides case studies of enterprise companies that have successfully made the transition to becoming startup-like organizations.

Building The Enterprise Startup is an essential guide for any enterprise company that wants to survive and thrive in the digital economy. Marmer's insights are invaluable for CEOs, executives, and managers who are responsible for leading their companies through this 转型时期.

What You'll Learn from Building The Enterprise Startup

- The key challenges facing enterprise companies in the digital economy
- The mindset and methods of startups that enterprise companies need to adopt
- A practical framework for transforming enterprise companies into startup-like organizations
- Case studies of enterprise companies that have successfully made the transition to becoming startup-like organizations

Praise for Building The Enterprise Startup

"Building The Enterprise Startup is a must-read for any enterprise company that wants to survive and thrive in the digital economy. Max Marmer provides a practical roadmap for enterprise companies to transform

themselves into startup-like organizations." — **Marc Benioff, CEO of Salesforce**

"Building The Enterprise Startup is an essential guide for any CEO, executive, or manager who is responsible for leading their company through this转型时期. Max Marmer's insights are invaluable." — **Satya Nadella, CEO of Microsoft**

Free Download Your Copy Today

Building The Enterprise Startup is available now from all major booksellers. Free Download your copy today and start transforming your enterprise company into a startup-like organization that is poised for success in the digital economy.

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